

19 October 2021 | NASA Biodiversity and Ecological Forecasting Team Meeting

Geospatial Services for All: SERVIR Strategies for Stakeholder Engagement

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About SERVIR



CONNECTING SPACE TO VILLAGE:

SERVIR partners with countries in Asia, Africa, and the Americas to tackle the impacts of climate—using satellite data to address food security, water, disasters, land use, and air quality.



Agriculture & **Food Security**



Water & Water-Related Disasters



Weather & Climate



Land Cover, Land Use Change & Ecosystems











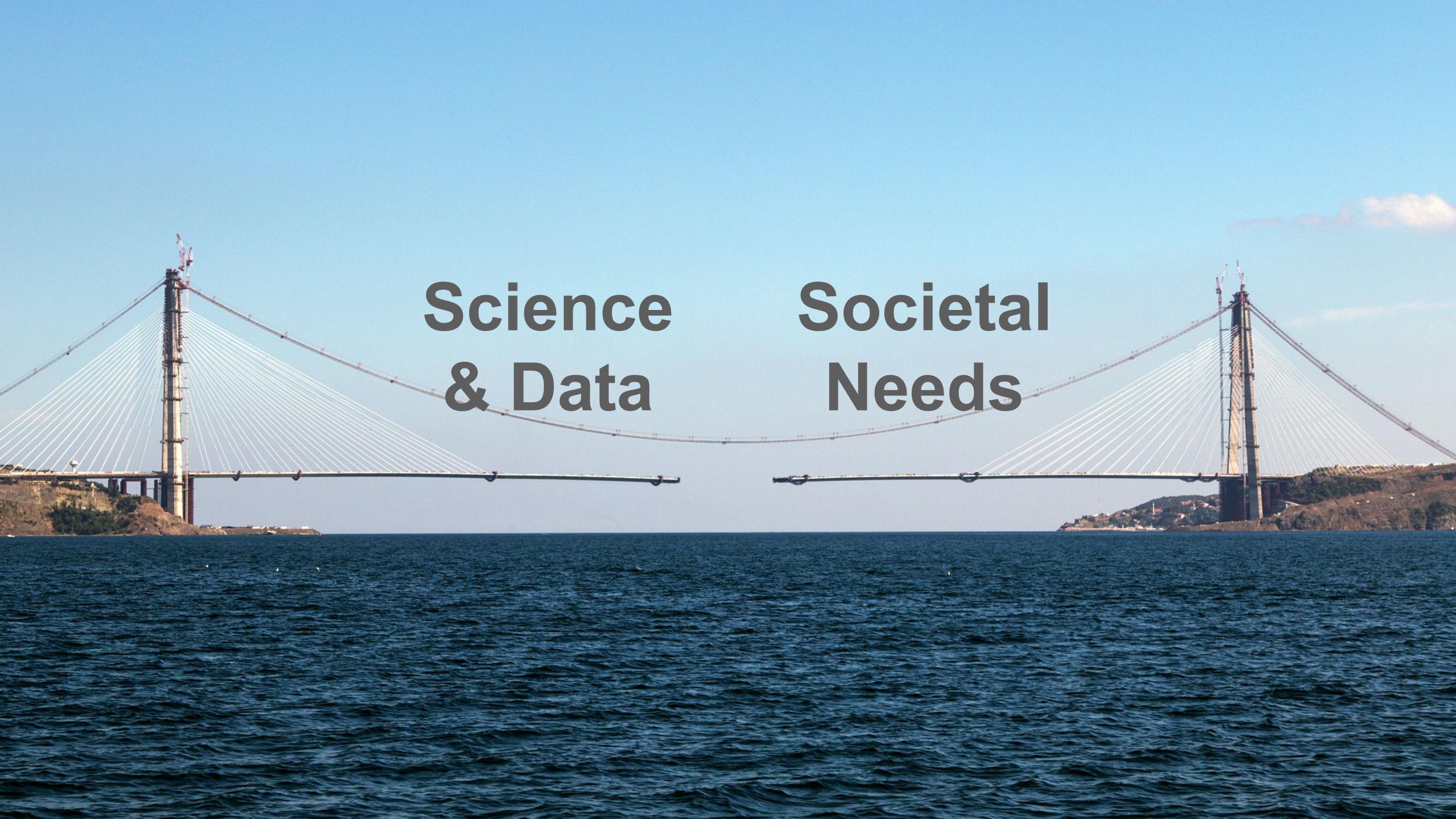




SERVIR: Asia, Africa, & the Americas

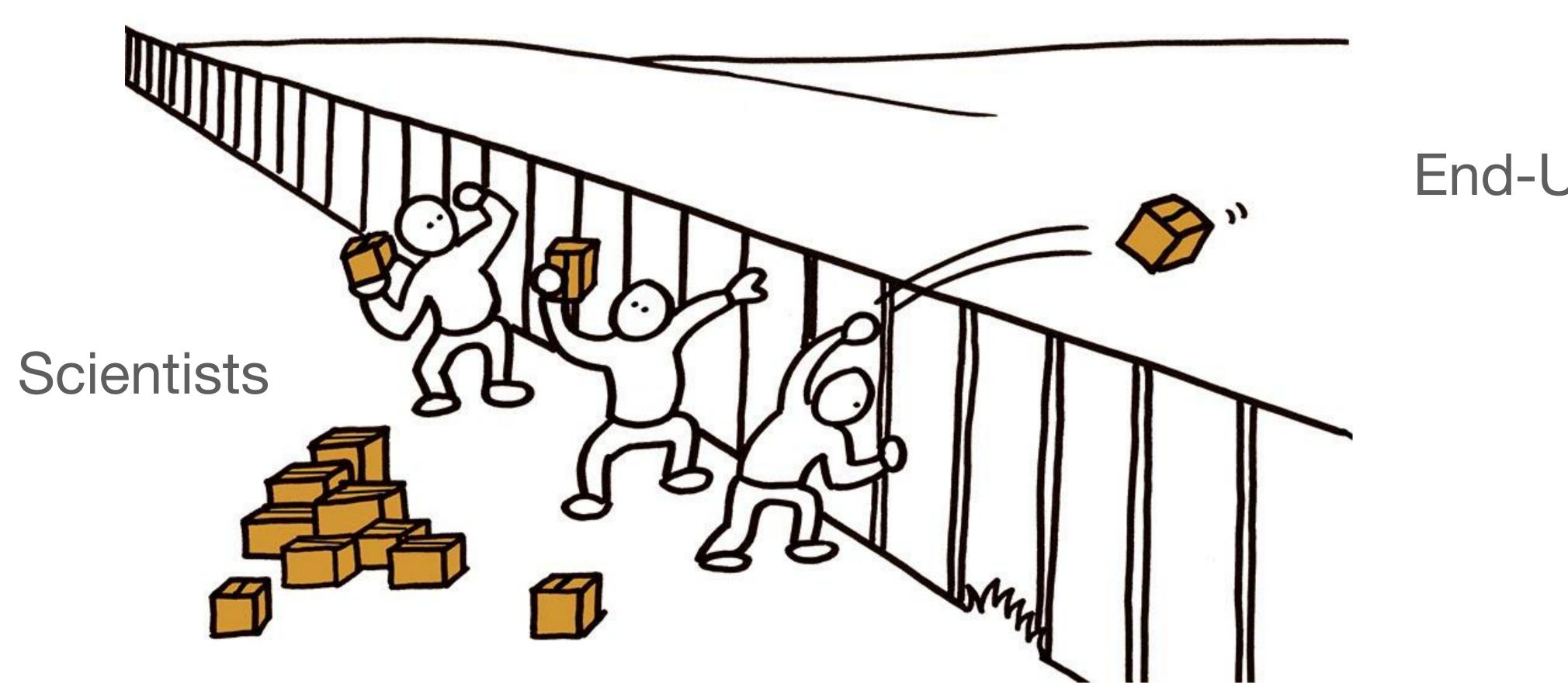






The Over the Fence Method

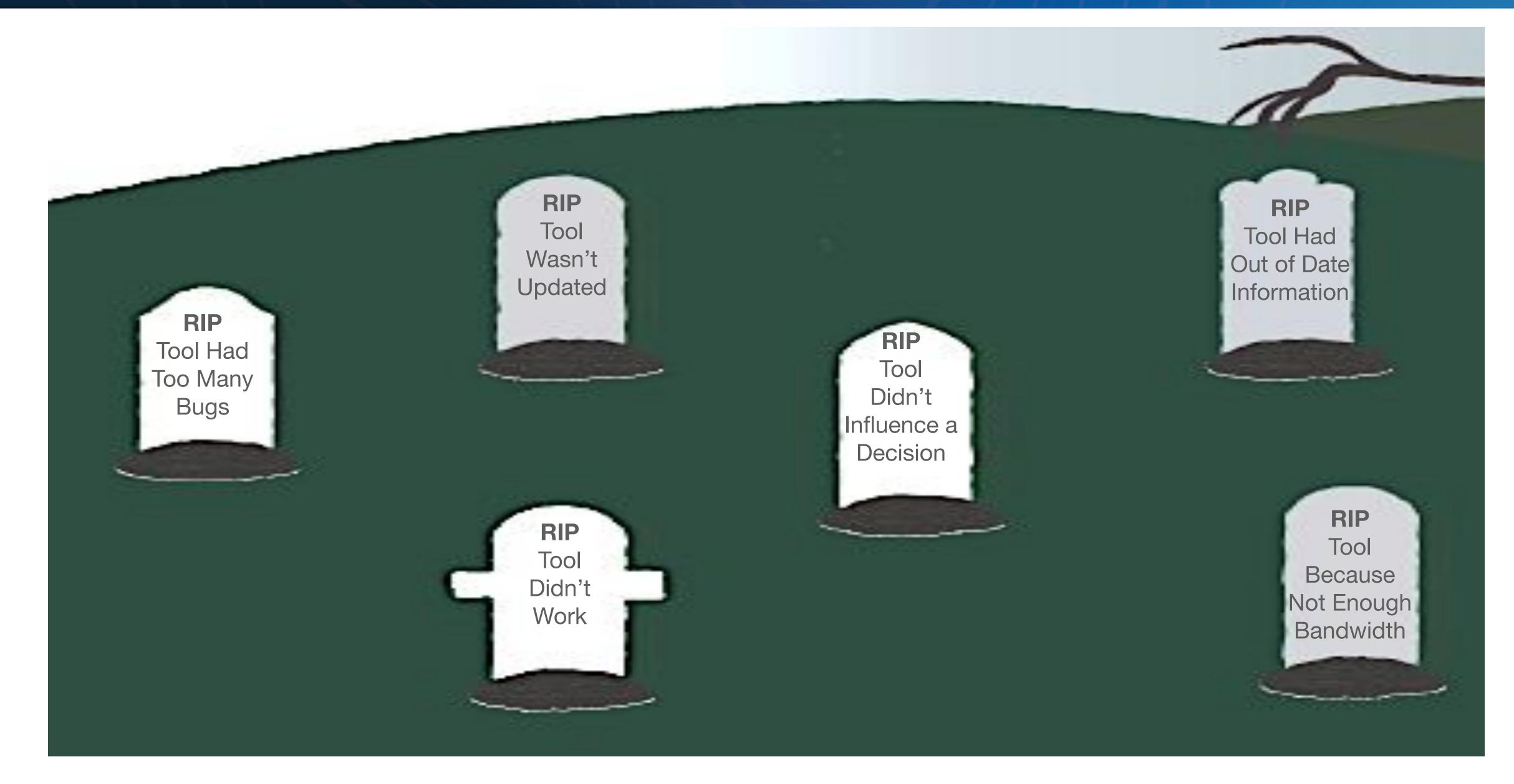




End-Users

Graveyard of Decision Support Tools







Service Planning Approach



SERVIR's Service Planning Approach



TOOLKIT



Consultation & Needs Assessment



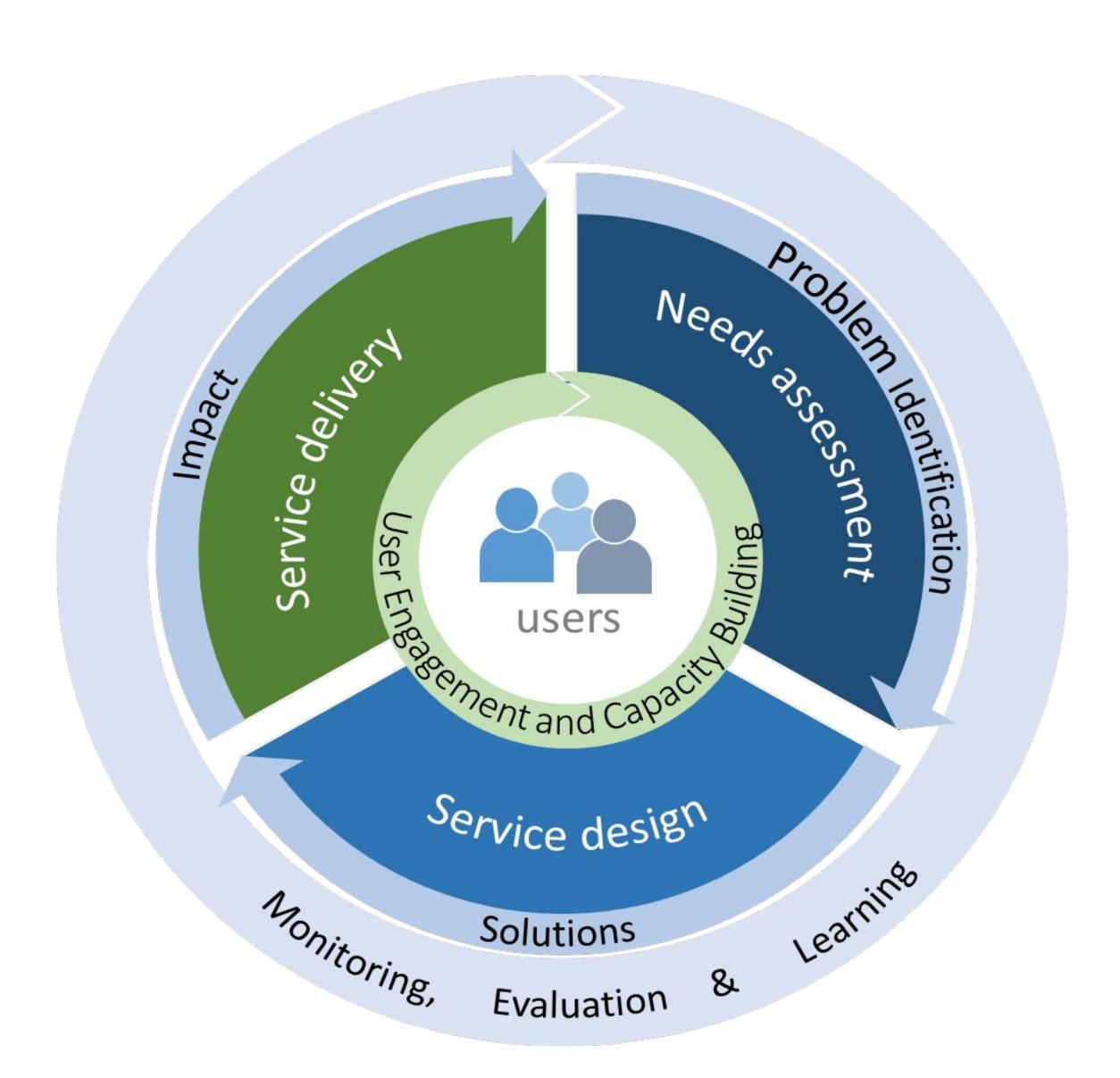
Stakeholder Mapping



Service Design

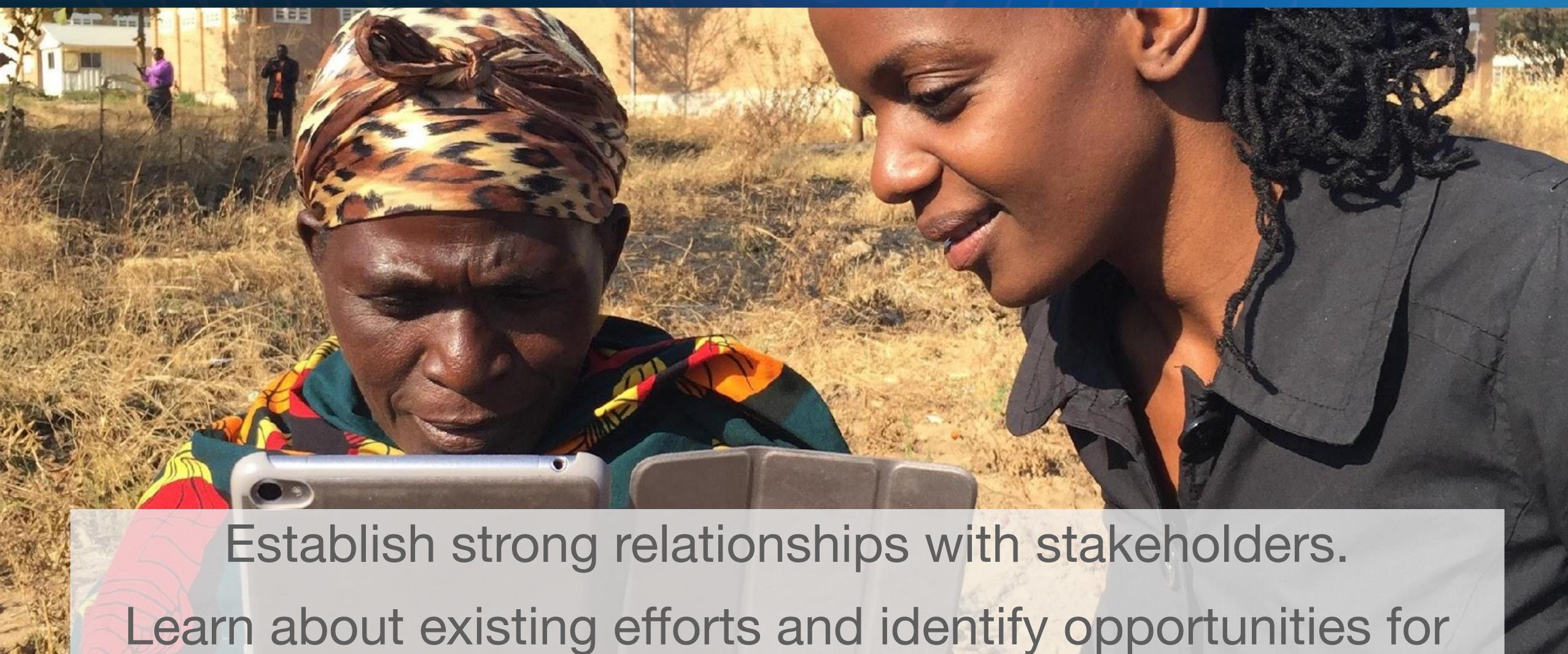


Monitoring, Evaluation & Learning



Consultation and Needs Assessment





services and products.

Consultation and Needs Assessment

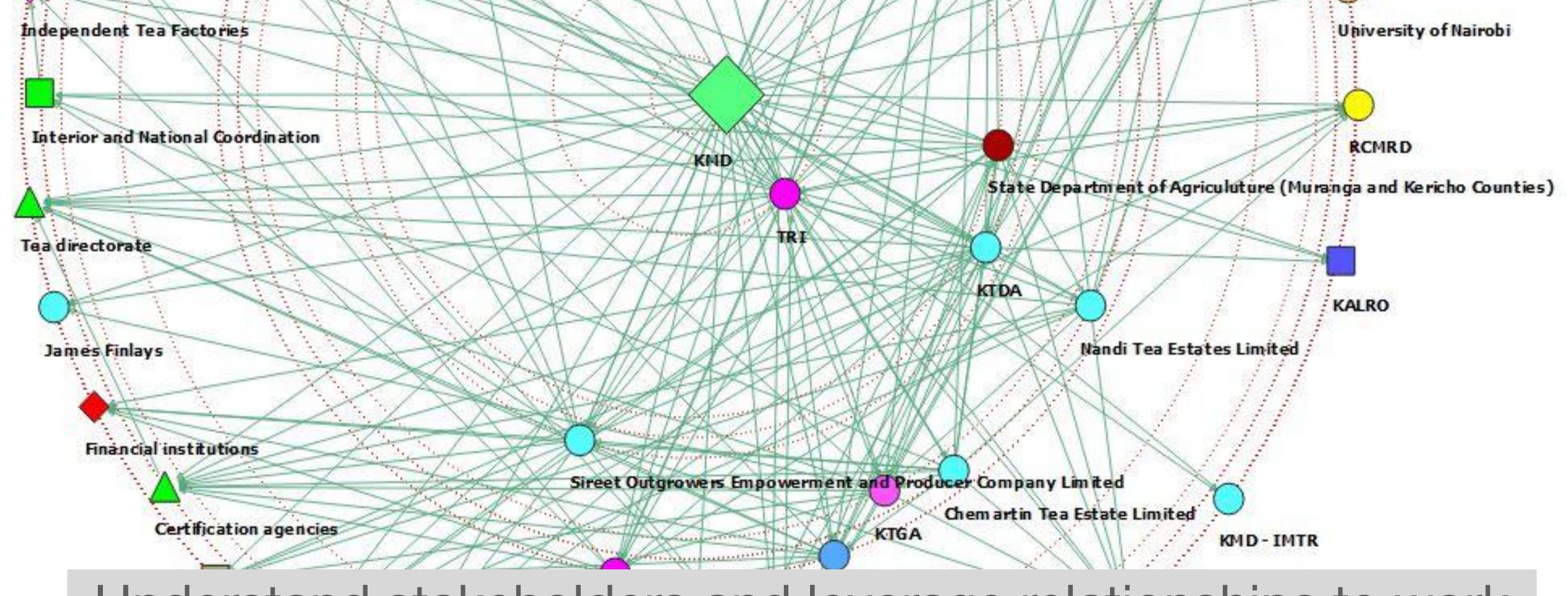




workshops, key influencer meetings, surveys, interviews focus groups.

Stakeholder Mapping





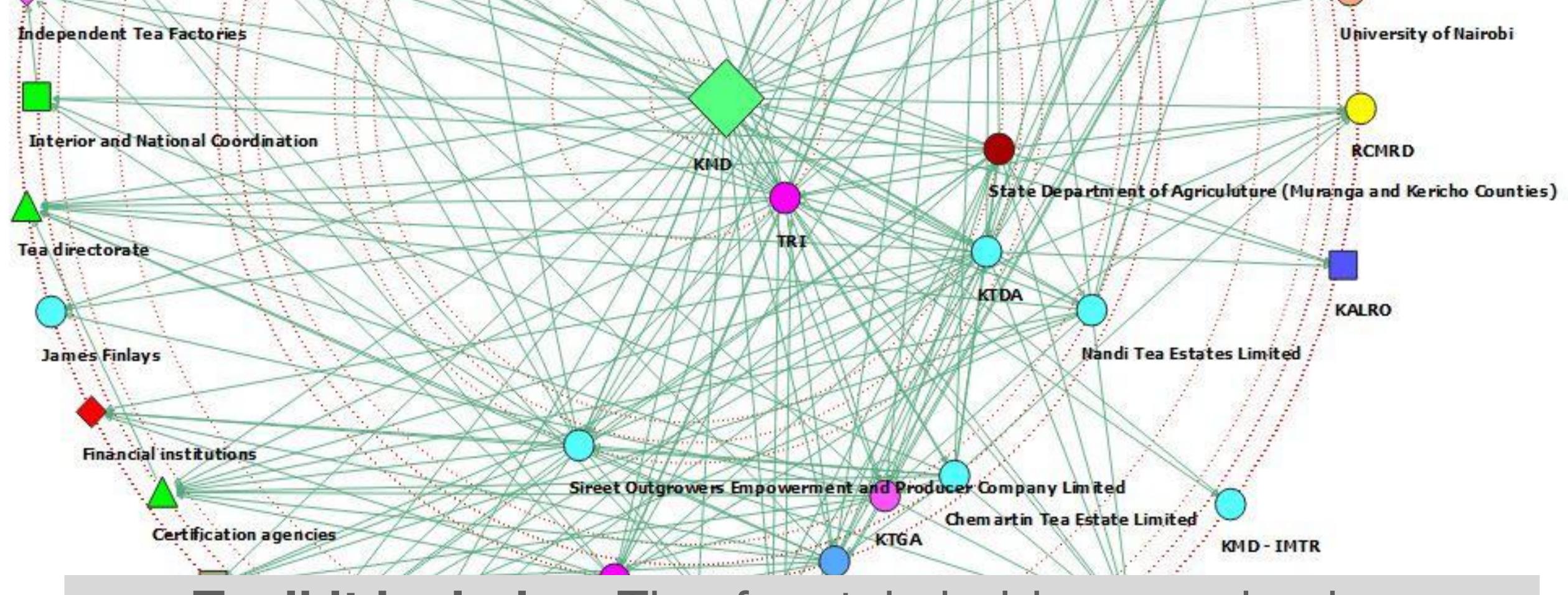
Understand stakeholders and leverage relationships to work collectively toward solving a development problem.

CBD (Kericho and Nand)

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Stakeholder Mapping





Toolkit includes: Tips for stakeholder mapping in a workshop setting, visualizing stakeholder roles and responsibilities

Service Design





Unite Hub and users in collaborative process to determine service design, development and implementation.

Service Design

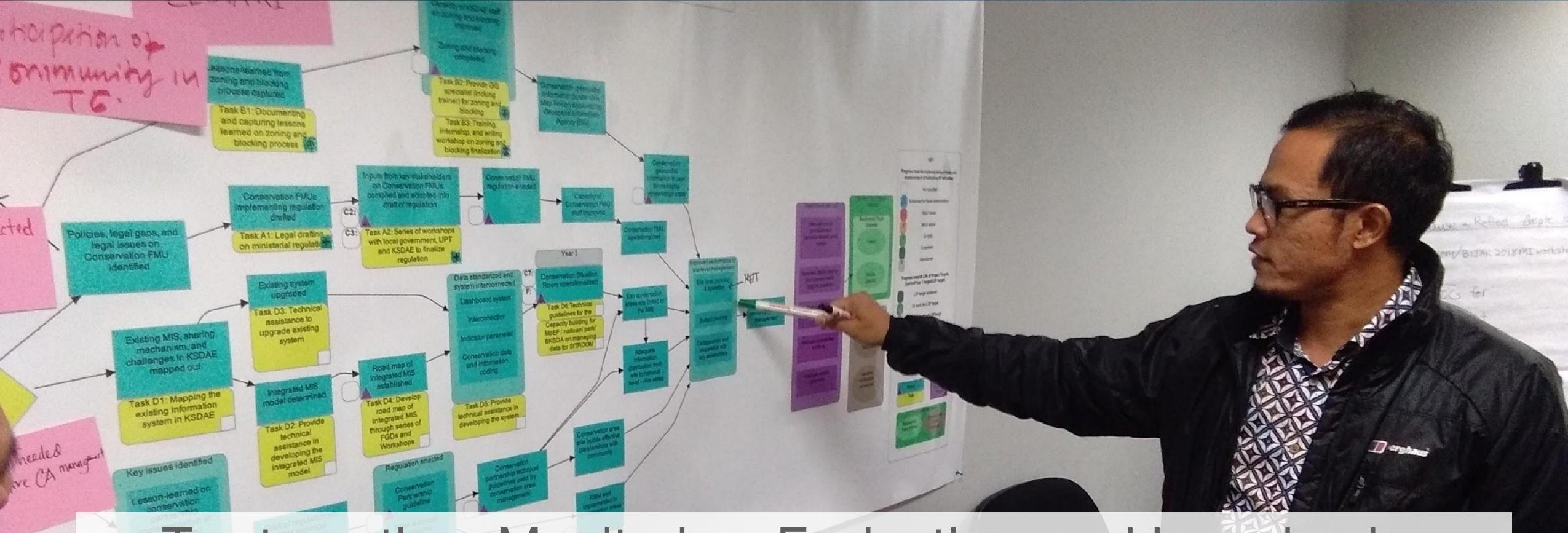




Toolkit includes: Templates for Service Concept, Product Definition Document, Data Management Definition Document, Capacity Building and Training Definition Document

Monitoring, Evaluation and Learning

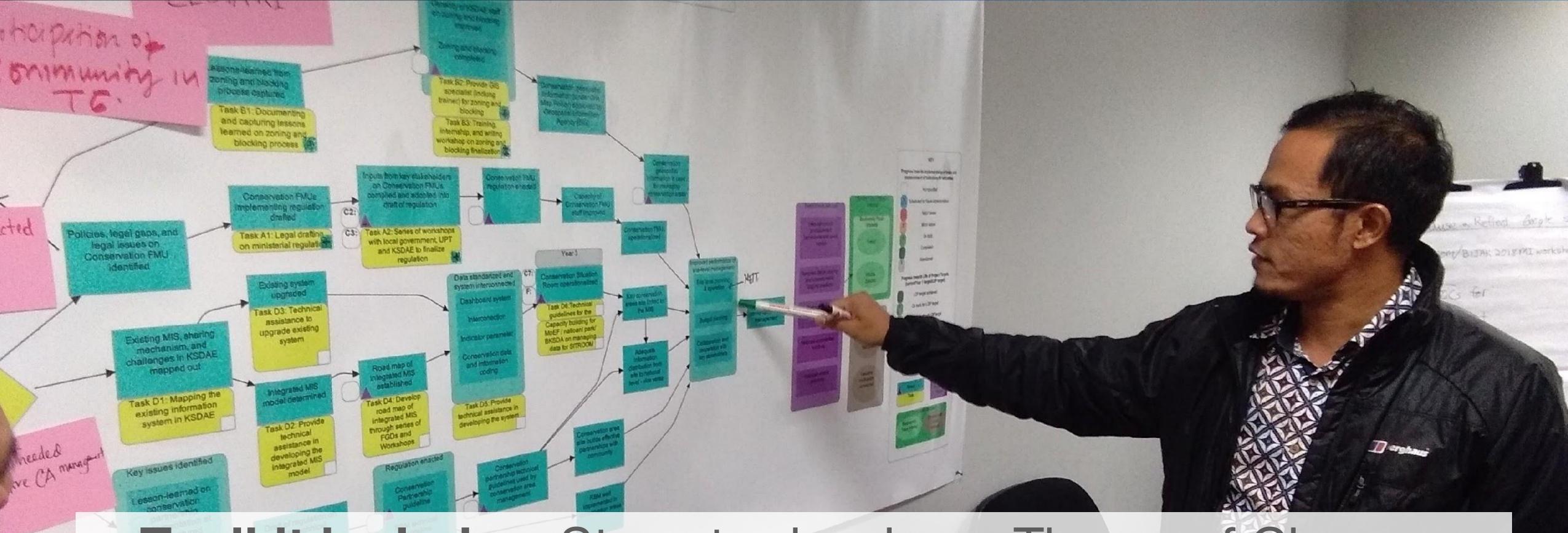




To strengthen Monitoring, Evaluation, and Learning by developing theories of change for services, capturing a pathway to progress in addressing a development problem.

Monitoring, Evaluation and Learning





Toolkit includes: Steps to develop a Theory of Change, workshop resources, Theory of Change templates and examples, guidance on selecting indicators

2021 Revision: Intentionally Inclusive





Collected case studies, compiled inclusive approaches, and reviewed the text for opportunities for greater inclusion.

Stakeholder Engagement Opportunities



Start up:

- workshops
- surveys
- interviews
- focus groups

Ask questions

Service Design:

- map decision making
- identify capacity gaps
- work collaboratively

Build sustainability

Implementation:

- communities of practice
- training
- communications
- events
- use cases

Maintain relationships

2021 Revision: the Result



SERVIR SERVICE PLANNING TOOLKIT

MAY 2021





SERVIR Service Planning in Action:

Case Studies from Demand Driven Geospatial Services

May 2021

Space ToVillage

SERVIRglobal.net

